

Abstract

Title: Marketing Plan of FK Mladá Boleslav for Season 2015/2016

Objectives: The main objective of the thesis is to analyze the current marketing plan of FK Mladá Boleslav – detect shortcomings, and then propose an enhanced version.

Methods: Two structured interviews were led to obtain the needed information, the first one with head of marketing department Michal Hrdlička, and the second one with FK Mladá Boleslav fan Vojtěch Tichý. Another method used was the document analysis applied to 2015/2016 marketing plan and annual report.

Results: While analyzing, it was found that some relevant parts of the marketing plan were missing. Its enhancement proposal, which mainly includes the efficiency improvement of some promotional strategies, is created so in order to correspond with the current situation, and to be feasible.

Key words: Sports marketing, football club, marketing plan of services, marketing mix.